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Mail Stop Amendment

ATTACHED: AMENDMENT AND RESPONSE TO OFFICE ACTION  
(7 Pages)

CUSTOMER NO.: 24498

Serial No.: 09/888,254

Docket No.: RCA 89,185

Art Unit: 2623

Examiner: Rueben M. Brown

TOTAL NUMBER OF PAGES INCLUDING THIS SHEET: 8

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CUSTOMER NO.: 24498  
Serial No.: 09/868,254  
Office Action dated: 04/06/07  
Response dated: 07/03/07

PATENT  
RCA 89,185

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

JUL 03 2007

Applicants: Hugh B. Morrison et al.

Serial Number: 09/868,254

Filing Date: June 15, 2001

Title: METHOD FOR SELECTING A PROGRAM DISPLAYED IN  
AN ADVERTISEMENT IN AN APPLICATION SOFTWARE  
PROGRAM

Art Unit: 2623

Examiner: Rueben M. Brown

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated April 6, 2007, for which a response is due by July 6, 2007, please enter the following amendments and remarks/arguments in the above-referenced application.

Amendments to and Listing of the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.